

**Job Title:** Marketing and Communications Officer  
**Reporting to:** Alison Woods, Executive Director  
**Responsible for:** Freelance specialists and external creative contractors

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NoFit State is an internationally renowned contemporary circus company. Every year the company tours productions in its Big Top, in theatres, and at outdoor locations throughout the UK, and internationally. The company's Cardiff home houses a year-round programme of professional and community classes and projects and provides facilities for a wide range of visiting companies and independent artists.

The company engages with a diverse and broad range of communities with approximately 120,000 people participating in our regular programmes or attending one of our touring productions each year.

NoFit State is a dynamic, creative organisation that thrives on challenge and is constantly seeking to learn and improve in all areas of everything that it does. We are inspired by the extraordinary things that ordinary people can achieve and celebrate the communal strength that comes from the traditional circus touring life.

As an international touring company rooted in a bi-lingual nation NoFit State is a multi-lingual and multi-cultural company that celebrates linguistic and cultural diversity.

## Purpose

To strengthen and grow the company's reputation and profile, and ensure that all aspects of the programme achieve attendance and participation targets by communicating who we are and what we do, and promoting our work to presenting partners, audiences, participants, and stakeholders across all platforms.

## Key Responsibilities

### Marketing

- Developing and delivering a dynamic, creative, and tailor-made marketing campaign for each project and programme strand. This will include print, advertising campaigns, press campaigns, full use of social media and online tools, as well as traditional circus marketing techniques
- Managing the development of all designed materials, occasionally using external freelancers to create powerful and engaging content for shows, projects, classes

and any of the company's work, to be adapted and shared across a variety of channels and platforms, maximising the potential reach to target audiences.

- Developing a strong and compelling range of promotional materials across a wide variety of platforms to promote the company and all its work to potential partners and stakeholders including potential presenting partners, sponsors, co-producers, commissioning partners, donors and funders
- Ensuring that company brand and identity is strongly and coherently maintained across a diverse range of voices, marketing tools, and platforms
- Ensuring that all materials are produced in appropriate languages and all marketing materials for all activity in Wales are fully bilingual

## Audience Development

- Strengthening the company's audience development strategy and working with a range of partners to deliver it
- Strengthening the company's relationship with audiences and participants through maintaining frequent and diverse opportunities for them to engage with the company outside of our visits to their locality – including regular newsletters and eflyers - as well as maintaining the company website and maximising use of a wide variety of social media channels
- Gathering and analysing internal and benchmark audience data from a number of sources to produce effective audience insights that ensure we, or our presenting partners, create the most impactful marketing campaigns possible.
- Monitoring the outcomes and results of these decisions to demonstrate that audience development targets in terms of diversity and reach have been achieved.
- Developing a new PR strategy to strengthen the company's profile and reach amongst both mainstream and non mainstream media consumers

## Knowledge and Resource Management

- Driving forward the company's approach to new media and the company's online presence, keeping abreast of social media trends and adapting the company's approach as necessary
- Driving forward the company's understanding of sectoral initiatives, innovative approaches and successful marketing, audience development and communication techniques to strengthen the company's performance

- Ensuring that all activities are recorded and maintaining the company’s archives
- Developing the company’s digital asset management system to be used both internally and externally
- Ensuring accurate data collection and robust feedback systems that support effective evaluation and monitoring
- Maintain membership of and participation in national and international networks

## Personal qualities and professional competencies

You are a strong creative thinker with a passion for communication and persuasion. You have a strong visual sense and a flair for language. You enjoy listening and learning and understanding other peoples’ motivation and what inspires them. You are driven to succeed and enjoy challenge. You have strong instincts and have learnt to trust them – and challenge your understanding through a rigorous approach to gathering data and evidence. You are open to new ideas and are driven to build further on previous success.

The arts are an important part of your life – and you are driven to ensure that as many people as possible have the opportunity to experience, to be inspired, to be challenged by the work of NoFit State. You want to make a real difference within a small team of colleagues, you enjoy working collaboratively and initiating ideas.

You have meticulous attention to detail and accuracy, are driven to achieve outcomes rather than complete tasks, and understand the absolute imperative of a deadline. You are a clear thinker and are able to prioritise and manage your own time.

Essential skills, qualities and experience	Desirable skills, qualities and experience
At least three years experience in a comparable role within the arts or creative sectors	Previous experience within the field of contemporary circus
Proven ability to inspire and enthuse others through written communication in English	Ability to inspire and enthuse others through written communication in other languages – in particular Welsh or French
Proven ability to vary the tone and use of spoken and written language and vocabulary to different contexts and for	A confident Welsh speaker

different purposes	
Proven ability to understand the power of the image and successfully apply different visual dynamics and approaches to different contexts and for different purposes	Previous experience of producing materials for different purposes: promoting a company within a sector; productions to presenting and commissioning partners; and marketing performances to audiences
Proven experience of using of design software, CRM and content management systems, email marketing solutions	A good working knowledge of Patronbase, Drupal, Adobe Creative Suite
Proven experience of using social media analytics and management tools, including Google Analytics	
Proven experience in design and print processes in production	
Proven experience of successfully managing photo-shoots, and commissioning promotional videos	Proven experience of photo and video editing, enhancement and manipulation
Proven experience of managing campaign budgets and negotiating with sub-contractors and suppliers to achieve best value for money	

## Line Management

You will be responsible to the Executive Director

You will be responsible for a range of freelance contractors and suppliers

You will work collaboratively with other members of the core team

## Terms & Conditions

This is a full-time and permanent post following an initial three-month trial period. NoFit State complies with all relevant legislation as regards holiday pay, sick pay, and maternity and paternity leave. NoFit State strives to be an equal opportunities employer and welcomes applications from all sections of the community. The post holder will be based in Cardiff will need to visit productions on tour on a regular basis. Some evening and weekend working will be required. The company does not pay overtime but time may be taken in lieu.

Salary: £22,000 - £25,000 depending on experience.

## Timescale

**The deadline for applications is 9am on Monday 14 January and interviews will be held the following week in Cardiff.**



**Further information**

If you would like more information or an informal conversation about this post, please email [alison@nofitstate.com](mailto:alison@nofitstate.com)

**Applications**

To apply, please complete the attached application form and Equal Opportunities form and email together with a CV and covering letter outlining your suitability for the post to [jobs@nofitstate.org](mailto:jobs@nofitstate.org)